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an interface for facilitating interaction of said interested buyers with said system, at least one said buyer adapted for utilizing an on-line computer service as at least a portion of said interface,

a dynamic video and audio system for providing video and audio at least from said electronic commercial transaction system to said possibly interested buyer,

an input system for use by interested buyers to designate at least one area of commercial interest,

a memory for storing [an] identification data of [said] an interested buyer in association with said at least one designated area of commercial interest,

a control system for isolating from the interested buyers that are identified to the commercial transaction system, those potential buyers associated with an area of commercial interest, and electronically outputting to [said] an address for electronic communication relating to a potential buyer, an indication to said buyer regarding said area of interest, including a solicitation for viewing of stored video relating to the area of interest including dynamic video data or high resolution freeze frame video data and text data.

### REMARKS

This Amendment is responsive to the office action mailed on September 12, 2000. In this response, Applicant is presenting amended claims 17, 65, 112, and 159 for the Examiner's consideration. Reconsideration of the pending claims is respectfully requested.

Firstly, in paragraph 2 of the office action, the Examiner rejected claims 17-41, 43, 48-49, 53-89, 96-97, and 101-111 under 35 U.S.C. Section 102(e) as anticipated by Shavit et al. Applicant respectfully submits that the rejected claims, even before they were amended, explicitly required "*isolating buyers associated with an area of commercial interest.*" Applicant respectfully submits that Shavit's system is quite different because it permits business transactions in an interactive on-line mode between users during interactive business transaction sessions wherein one party to the transaction is specifically selected by the other party. The claim requires the control system of Applicant's system to isolate or determine potential buyers that are associated with an area of interest and to send them a notification to their addresses for

electronic communication. Accordingly, Applicant submits that Shavit does not anticipate Applicant's claims.

In paragraph 3 of the office action, the Examiner rejected claims 42, 44-47, 50-52, 90-95, 98-100, and 112-205 under 35 U.S.C. Section 103(a) as unpatentable over Shavit et al in view of Smith. The Examiner acknowledges that Shavit does not disclose video communication. However, the Examiner asserts that Smith teaches the desirability of allowing buyer access to a vendor supplied video image stored in a video file server for enhancing sales communication with the use of video such that it would have been obvious to one of ordinary skill to combine the two references. As pointed out above, Shavit is quite different from the Applicant's claimed system. The claims require the control system to isolate potential buyers associated with an area of interest and to send them a notification to their addresses for electronic communication. Certain rejected claims (e.g. 159) require provision of video data to interested buyers, which aspect is clearly not disclosed in Shavit. Smith may disclose a video source and database, however, it is the video or audio station 2 (a separate entity) and not the calling station 1 that enters the request that prompts a display. For example, certain of Applicant's claims require the control system to isolate those potential buyers that are associated with an area of commercial interest and to send them a notification including a solicitation to view video data.

Applicant respectfully submits that the claims are distinct. He has further amended the claims to further define them and to more particularly point out and distinctly claim the subject matter that Applicant regards as his invention.

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